

## Message Text

UNCLASSIFIED

PAGE 01 MELBOU 00336 150515Z

ACTION EA-09

INFO OCT-01 EB-08 ISO-00 /018 W

-----150520Z 043166 /14

R 150409Z FEB 77

FM AMCONSUL MELBOURNE

TO SECSTATE WASHDC 3764

INFO AMEMBASSY CANBERRA

AMCONSUL SYDNEY

USIA WASHDC

USDOC WASHDC

UNCLAS MELBOURNE 0336

SYDNEY FOR WENTWORTH AND USTC-ZETTLER

USDOC FOR OIM-SILLOWAY FROM CURRAN

E O 11652 N A

TAGS BEXP, AS

SUBJ: "UNITED STATES HOUSEWARES UNIVERSAL SHOWCASE" (U.S.H.U.S.);  
A VIDEO/CATALOG EXHIBITION (V/CE) WITH PRODUCT SAMPLES

REF A STATE 27394 B SYDNEY 347

1. REFTEL NOT SENT MELBOURNE BUT REPEATED TO US AND RECEIVED  
FEB 14. THIS MSG IS CONSOLIDATED REPLY FOR ALL AUSTRALIAN  
POSTS AND TRADE CENTER SYDNEY FROM CCP CONSUMER GOODS CAMPAIGN  
MANAGER. IT HAS BEEN COORDINATED WITH USTC DIRECTOR. PLEASE  
ENSURE THAT MELBOURNE IS AN ACTION ADDRESSEE FOR ALL FUTURE  
MESSAGES THIS SUBJECT.

2. IN VIEW OF THREE SUCCESSFUL EXHIBITIONS AT SYDNEY TC,  
NEWCASTLE AND MOST RECENTLY IN MELBOURNE (FEB 10 AND 11,  
BEING REPORTED SEPARATELY) OF OIM'S PILOT VIDEO/CATALOG EXHIBITION  
(V/CE) "MACHINE TOOLS USA", WE ENTHUSIASTICALLY ENDORSE AND  
SUPPORT USHUS V/CE FOR USE IN FY 1977 CCP CONSUMER GOODS  
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CAMPAIGN IN AUSTRALIA. WE BELIEVE, HOWEVER, THAT TO DO IT  
RIGHT IN THIS COUNTRY IT SHOULD DEFINITELY BE DONE IN BOTH  
MELBOURNE AND SYDNEY. REFTEL B INDICATES SYDNEY TC HAS  
SCHEDULING CONFLICT WITH SEPT 19 OPENING DATE AND WOULD  
PREFER EITHER EARLIER (SEPT 6-8) OR LATER (OCT 3-5)  
DATES. AS FOR MELBOURNE, WE HAVE NO RPT NO SUCH CONFLICT  
AND WE ARE CONFIDENT WE CAN GET EXCELLENT SUPPORT FROM LOCAL

BUSINESS ORGANIZATIONS SUCH AS MELBOURNE CHAMBER OF COMMERCE,  
RETAIL TRADERS' ASSOCIATION OF VICTORIA AND AM CHAM'S VICTORIA  
OFFICE, WHICH WOULD ENSURE SUCCESS AND MIGHT ALSO MAKE  
POSSIBLE SOME ECONOMIES IN PRESENTING EXHIBITION HERE. WE  
PROPOSE, THEREFORE, THAT USHUS MAKE ITS AUSTRALIAN DEBUT IN  
MELBOURNE ON SEPT 19-21 AND TAKE PLACE AT SYDNEY TC  
OCT 3-5. SYDNEY TC DIRECTOR CONCURS. PLEASE ADVISE ASAP  
IF THIS TANDEM APPROACH WHICH WILL EXPOSE EXHIBITION TO  
BOTH OF AUSTRALIA'S MAJOR MARKET AREAS MEETS WITH OIM  
APPROVAL. IN MEANTIME, WOULD LIKE TO CONGRATULATE OIM ON  
THIS IMAGINATIVE, WELL-CONCEIVED AND IMPRESSIVELY DETAILED  
PROMOTION EFFORT.

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## Message Attributes

**Automatic Decaptoning:** X  
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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**TAGS:** BEXP, AS  
**To:** STATE  
**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
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